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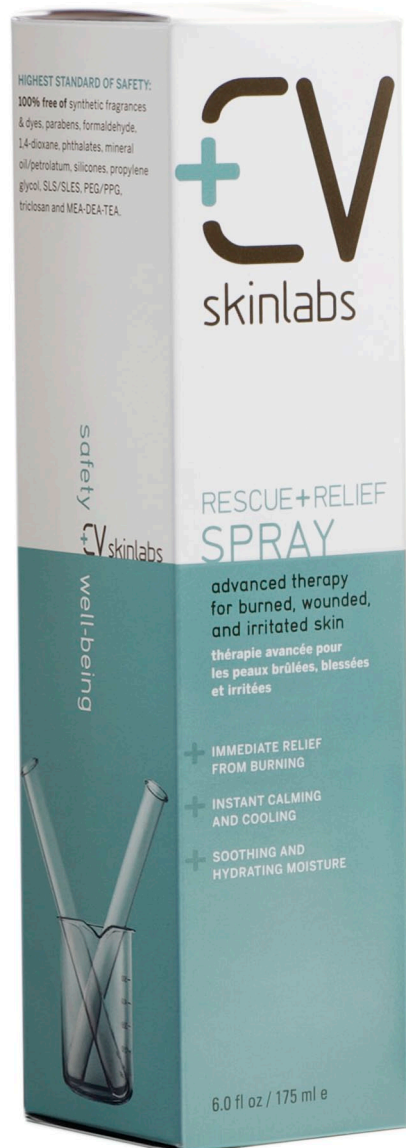
*Tracey Bregman*

TEACHES CONSCIOUS LIVING



# Sensitive Skin Care FOR Cancer Patients

BY KIMBERLY STREDNEY



CV Skinlabs founder, Britta Aragon, was diagnosed with Hodgkin's lymphoma at age 16 after a tumor was found in her collarbone. Luckily, she was a quick healer – a feat she attributes to being young and ignorant of the potential danger she was up against. In fact, she thinks of the experience as gift that has made her a free spirit and sparked her lifelong obsession with health.

## The Foundation

After studying nutrition and working at a gym for a number of years, Britta made the decision to attend makeup school in Vancouver at the age of 26. After working for various doctors and doing corrective makeup, she spent time in Canada learning the ins and outs of two Paris-based skin care brands. Once she got married and moved to New York City, CV Skinlabs was born.

## The Fight

Though she won her own brief battle with the disease, Britta's father – who succumbed to his eight-year war with colon cancer in 2007 – wasn't so lucky. Britta marks their family's tragic loss as the event that jump-started CV Skinlabs. "His gift to the world was what I'm doing," Britta shared. "The pivotal moment in my life was when my father decided he wasn't going to leave the house because he had a rash all over his face. Being out and being social helped him through those eight years. When he wouldn't leave, I said to myself, 'This is a human thing, not a vanity thing. It's getting in the way of his life.'"





*“Sometimes in tragedy we find our life’s purpose. Let your purpose be one that serves others everyday.” – Britta Aragon*

## The Inspiration

I got to see firsthand how the products I was using on my father were irritating his skin and further burning him,” she lamented. “I would buy ‘sensitive’ creams but found that they contained harsh ingredients once I did my research. Although the brand started out from a very important need for cancer patients, it is intended to address any kind of sensitive skin issue.” Britta explained that compromised skin is likely to absorb more of what you put on it at a faster rate, often causing a reaction. “Therefore, it is important to use biocompatible ingredients so there is no further harm done to already damaged skin,” she imparted. “You can’t afford to have anything but healing and repairing ingredients.”

## The Difference

Britta prides herself on the fact that her company’s products have a luxurious texture, while also being 100% natural and organic. “A toxicologist spent years screening every single ingredient to make sure it’s not linked to cancer, hormone disruption or any other health issues,” she said. “We looked for ingredients with clinically proven results to calm inflammation, hives, dermatitis, etc. and eventually came up with a blend of turmeric, reishi mushrooms and alpha-bisabolol (from chamomile). When combined, they have superior anti-histamine, anti-inflammatory and anti-oxidizing powers.” Even the bottles were designed with people with arthritis in mind and can be held and opened with one hand.

## The Mission

Recently, Britta and her team put together a Crowdfunding campaign to fund a lecture for cancer patients on how they can best reduce the toxic load from their environment by choosing the right personal care, home and food products. “When going through chemotherapy and radiation the body is already so taxed from chemicals and the drugs,” she shared. “I wanted to show them how to create a prevention plan so when they go into remission they will be more aware of what they eat, breathe and put on their skin.” While they didn’t quite reach their monetary goal, Britta said the campaign created a lot of awareness and they will be able to visit five cancer centers (three in the U.S. and two in Canada) from the funds raised.

## The Future

According to Britta, the line has officially gone mainstream. “Makeup artists, doctors, aestheticians and celebrity facialists all love the product!” she exclaims. “It was used backstage at New York Fashion Week and by Julie Harris on the set of a recent Nylon Magazine shoot.” Britta plans to expand the skin care line and eventually develop a cosmetic line as well that offers solution-based and corrective makeup products. “I want to create beautiful makeup that’s good for your skin,” she concluded.